

## Message Text

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17

ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /018 W

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R 051332Z APR 74

FM AMEMBASSY BOGOTA

TO USDOC WASHDC

INFO SECSTATE WASHDC 2080

AMCONSUL CALI

AMCONSUL MEDELLIN

UNCLAS BOGOTA 2853

EO 11652: NA

TAGS: BEXP CO

SUBJ: COUNTRY COMMERCIAL PROGRAM (CCP) - US PAVILION, X-INTER-  
NATIONAL FAIR OF BOGOTA

1. IN MARCH, US PAVILION, X-INTERNATIONAL FAIR OF BOGOTA,  
EXPANDED IN GROSS AREA FROM 2,300M2 TO 3,456M2 OR BY ONE-THIRD.  
THIS SECOND EXPANSION OF US PAVILION - THE FIRST OCCURRED IN  
DECEMBER - REFLECTS THE CONTINUING HIGH DEMAND FOR EXHIBIT  
SPACE AMONG LOCAL REPRESENTATIVES AND AGENTS OF US FIRMS.

2. TO DATE 60 FIRMS HAVE REMITTED CHECKS FOR COMMERCIAL EXHIBIT  
SPACES WITHIN US PAVILION.

3. ALONG WITH THE RECENT ACQUISITION OF THE ADJACENT 952M2  
ENCLOSED PAVILION NOTED ABOVE, EMB OBTAINED 200M2 OF CONTIGUOUS  
OUTDOOR EXHIBIT AREA (PREVIOUSLY WE HAD NO OUTDOOR SPACE).  
CONSEQUENTLY WE NOW PLAN TO TRANSFER THE HEAVY CONSTRUCTION  
EQUIPMENT IN CATERPILLAR'S EXHIBIT FROM INSIDE THE PAVILION  
TO THE OUTDOOR EXHIBIT AREA, THEREBY FREEING AN ADDITIONAL 126M2  
OF INDOOR SPACE, WHICH WHEN ADDED TO THE 46.1M2 PREVIOUSLY  
AVAILABLE, LEAVES 172.1M2 OF INDOOR AND 30M2 OF OUTDOOR COMMER-  
CIAL EXHIBIT SPACE STILL AVAILABLE.

4. WE ANTICIPATE ACCOMMODATING ANOTHER TEN TO TWELVE EXHIBITORS  
WITHIN THE ABOVE 202.1M2 - MAKING A GRAND TOTAL OF AT LEAST  
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70 PARTICIPANTS - AND TERMINATING PROCUREMENT BY APRIL 30 AT

THE LATEST.

5. FIRST OFFICIAL MEETING OF US PAVILION ADVISORY COMMITTEE (USPAC) HELD TUESDAY APRIL 2. (AGENDA SENT BY AIRPOUCH). IN HIS CAPACITY AS USPAC'S HONORARY CHAIRMAN, AMBASSADOR ATTENDED MEETING AND PLEDGED FULL SUPPORT FOR PAVILION.

6. FIRST EDITION OF US PAVILION NEWSLETTER SENT OUT MAR 27. (COPIES AIRPOUCHED TO USDOC).

7. EMBASSY PLANNING UNUSUAL PROMOTIONAL EVENT CENTERING ON AMBASSADOR DELIVERING FIRST SLEDGE HAMMER BLOW IN DEMOLISHING THE WALL SEPARATING OUR ORIGINAL PAVILION FROM RECENTLY ACQUIRED ADJACENT PAVILION. THEME OF CEREMONY, TO BE PUBLICIZED BY USIS, WILL BE THAT UNEXPECTEDLY STRONG DEMAND AMONG AGENTS AND REPS OF US FIRMS TO EXHIBIT IN THE X-INTERNATIONAL FAIR OF BOGOTA HAS FORCED EMBASSY TO EXPAND THE US PAVILION FOR THE SECOND TIME, HENCE THE SYMBOLIC DEMOLITION OF THE WALL. SCE ALSO INTEND TO HIGHLIGHT IMPORTANCE ATTACHED TO FACT THAT ABOVE CEREMONY WILL BE ONE OF NEW AMBASSADOR'S FIRST OFFICIAL ACTS.  
VAKY

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